

Strategy on a Page – Website(s)

WEBSITE WORK GROUP STRATEGY ON A PAGE FOR 2015 – 2016

Work Group Strategy and Value Proposition: To enhance the website experience of SOI constituents and other website users by improving efficiency and effectiveness through a familiar, consistent, and branded interface.

State of IT in 2015

Top Characteristics of the Initial State

- Lost productivity as each agency independently designs and develops websites
- No uniformity in the look, usability, accessibility, mobility, and security of SOI websites
- SOI Portal is outdated and difficult to navigate

Top 5-7 Metrics Describing the Initial State

- Users spend an avg. of 2 minutes on the service page before finding what they want.
- 60% of users leave the services page without clicking on a service.

Top Initiatives

1. Create guidelines, modern templates and recommendations.
2. Update the SOI web catalog of services to improve usability.
3. Re-Design the SOI main Portal to be more Search centric.
4. Create standard web site template for agencies, boards, commissions, and authorities to use.

Top Underlying Beliefs and Assumptions

1. Agencies are willing to adopt new guidelines and templates.
2. Sufficient resources will be assigned to accomplish goals.
3. Use of mobile devices to access SOI websites will continue to increase.

State of IT in 2016

Top Characteristics of the End State

- Increased productivity of SOI web teams leveraging new templates.
- SOI websites will have a familiar, consistent, modern and friendly interface.
- SOI Portal will be a search centric site providing access to information about the agencies and services that are there to support our constituents.

Top 5-7 Metrics Describing the End State

- Users should spend less than 1 minute to find service they need.
- 75% of users are able to find the services they are looking for.
- Obtain 20% SOI website compliance with guidelines, templates, and recommendations within first year of introduction.

Statement of Risk: Availability of technical resources with sufficient skills.